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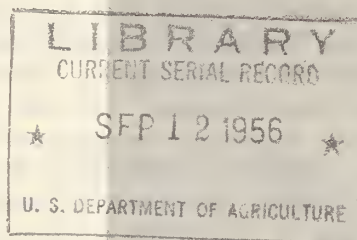
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WASHINGTON, D.C.

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1957

ACREAGE-MARKETING GUIDES



Winter Vegetables



Winter Potatoes

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service

F O R E W O R D

The acreage-marketing guides program for vegetables, including potatoes and sweetpotatoes, is directed toward balancing the supply of each vegetable with the demand for it. The program is an attempt by the U. S. Department of Agriculture to provide the best possible estimates of the acreage of particular vegetables required, with average yields, to supply the quantity of these vegetables deemed necessary to meet the market need anticipated for the coming season.

The guide reports are prepared by specialists who follow the markets for the various commodities closely throughout the year and develop a record of happenings in the various markets, with explanations for unusual occurrences. On the basis of the latest and best available information, specific recommendations are developed for each commodity and a brief report is prepared explaining the reasons for each recommendation. Recognition is given to trends, both in recent years and for long time periods. Also, any abnormalities of preceding seasons are considered carefully. However, the recommendations are based upon the assumption that average conditions will prevail in the following season. The recommendation for each commodity is presented in terms of a percentage change from the acreage and production for preceding years, so as to permit each individual grower to apply this percentage-change recommendation to his individual operations. The recommendations are reviewed before publication by representatives of various agencies of the Department of Agriculture.

The grower is provided not only with the specialists' recommendation, but also with the latest possible information upon which the recommendation is based. The information is presented to the grower in sufficient time for him to consider the facts as he develops his plans for the forthcoming season. The fundamental concept behind the guide program is that, given the best information possible, the grower will make intelligent decisions for his and the industry's best interest. Compliance with the guides on the part of growers is voluntary. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

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1957 Acreage-Marketing Guides
Winter Vegetables and Winter Potatoes

I. SUMMARY OF ADJUSTMENTS

The primary purpose of acreage-marketing guides is to bring about a needed percentage change in acreage from that of the preceding year so that the resulting production will be in line with demand. Since each individual grower almost certainly knows the acreage of vegetables harvested on his farm in 1956, he should adjust his own acreage in accordance with the individual commodity guides. For example, when it is recommended that the 1957 acreage of winter cabbage be reduced 10 percent from the acreage harvested in 1956, cabbage growers in every state included in the winter classification should decrease their acreage by 10 percent.

Winter Vegetables: The aggregate acreage guide for 18 winter vegetables in 1957 is an acreage 5 percent less than in 1956 but equal to that in 1955. With average yields, this acreage will result in a 1957 production 4 percent less than in 1956 and 1 percent less than in 1955.

The total production of these 18 winter vegetables for fresh market in 1956 was 3.2 percent larger than in 1955. The acreage in 1956 was 5.5 percent larger than in 1955. In the Acreage-Marketing Guides for 1956 the Department recommended an acreage for these 18 winter vegetables equal to that in 1955 and a production 2 percent less than in 1955. In the aggregate, prices were considerably below the moderate levels in 1955. In 1956, prices averaged 83.6 percent of the 1947-49 average prices for winter vegetables. In 1955, prices averaged 97.1 percent of the 1947-49 average.

During the 1956 winter season adverse weather in practically all producing areas materially affected production and marketing patterns. An extended period of freezing temperatures in Florida during January caused some loss of acreage of the more tender vegetables, lowered yields and quality, and disrupted harvesting schedules. There were a series of frosts during February in Arizona and the California Imperial Valley which affected crop production, and in Texas heavy rains during the planting season resulted in delayed harvests. The unfavorable weather sharply reduced supplies of the tender vegetables and average prices were high for snap beans, sweet corn, green peppers and tomatoes. However, supplies of the more hardy vegetables such as cabbage, carrots, celery, and lettuce were heavy during a major portion of the season and serious marketing difficulties were experienced.

Winter Potatoes: The acreage guide for winter potatoes is an acreage equal to that in 1956. With average yields this acreage will result in a production 2 percent less than in 1956.

Winter potato prices in 1956 averaged moderately higher than in 1955 for a production that was 16 percent larger than in 1955. The demand for new crop

potatoes held at a favorable level throughout the marketing season even though storage supplies were relatively large. Marketing agreement and order programs in major potato producing areas, as well as diversion of storage potatoes to starch and livestock feed contributed to the firm level of prices during the 1956 winter season.

The recommended acreage adjustments necessarily assume normal weather conditions and usual planting schedules so as to result in normal marketing patterns by commodities. The recommendations also assume average yields attained in recent years, although consideration has been given to trends in yields and the range in annual variations about yield trends. With these conditions, the anticipated production from the guide acreages will provide adequate supplies for all normal outlets under prospective demand conditions.

Specific acreage guide recommendations for 1957 winter vegetables are as follows:

Commodity	:	Percentage Changes in 1957 Acreage for Harvest as Compared with 1956 (Percent)
Lima Beans	:	No change
Snap Beans	:	Plus 10
Beets	:	Minus 10
Broccoli	:	Plus 15
Cabbage	:	Minus 10
Carrots	:	Minus 5
Cauliflower	:	Minus 10
Celery	:	1/
Corn, Sweet	:	Plus 50
Cucumbers	:	Plus 65
Eggplant	:	Plus 10
Escarole	:	Minus 10
Kale	:	No change
Lettuce	:	Minus 15
Green Peppers	:	No change
Shallots	:	Minus 5
Spinach	:	No change
Tomatoes	:	Plus 5
Potatoes	:	No change
	:	
	:	

1/ Celery: Acreage for harvest 10 percent less than in 1956 in Florida; 5 percent less than in 1956 in California; and equal to 1956 in Arizona.

II. DEMAND FOR WINTER VEGETABLES IN 1957

The demand for winter vegetables in 1957 is expected to be at least as high as in 1956. Economic activity during the winter of 1956 was moderately higher than in 1955. Prospective trends indicate a further expansion in the first half of 1957.

After expanding rapidly throughout 1955, economic activity stabilized in the first half of 1956 at a record level. Employment has shown small increases in recent months and is currently about 4 percent above a year earlier. Unemployment remains low despite recent layoffs in some industries. Consumer income after taxes continued upward during the past year and in the second quarter of 1956 was 6 percent above a year earlier. Per capita incomes increased about 4 percent during the year. Prospective trends in spending by business, government, and consumers point to further expansion in economic activity during the winter and spring of 1956-57. With rising incomes, consumers' outlays for food -- currently equal to about 1/4 of consumer income after taxes -- should be at least as large as last year. Exports of U. S. farm products are likely to continue around the expanded levels of 1955-56, with prospects for a sizable increase in shipments of cotton. Economic activity and incomes are high in most foreign countries, and U. S. Government export programs are expected to continue to facilitate exports of surplus farm products in the coming year.

Heavy business spending for plant and equipment has been the major factor contributing to the high level of economic activity in the first half of 1956. Large-scale expansion programs have been undertaken by many of the major industries and even greater outlays are planned for the coming months. Private new construction in 1956 is expected to equal or exceed the record 1955 total, but the number of new homes started will probably fall below last year -- possibly by as much as 15 percent. The continuing trend toward larger and more expensive homes will partly offset the effect of the lower rate of housing starts on construction outlays. Private nonresidential construction is running well above last year's rate and is expected to continue upward into 1957.

Spending by Federal, State, and local governments will probably rise somewhat in 1956-57 above the 1955-56 rate. Outlays for national security programs are expected to run nearly a billion dollars ahead of the approximately 41.2 billion dollar rate of the fiscal year just ended. Expenditures by State and local governments also will continue the uptrend of recent years, as payroll costs and construction outlays are expected to rise further. The impact of expanded Federal payments for construction of highways will probably be felt by the early part of 1957. A substantial backlog of school construction also will tend to support a continued high level of State and local spending.

Consumer demand for most goods and services has been strong during the first half of 1956. Only in automobiles has any real weakness appeared. New car sales are now running about a fifth below a year earlier, but are not expected to decline further from the present rate. Consumer incomes have been increasing steadily and are expected to continue upward. With rising incomes and an anticipated pickup in sales of new-model automobiles, consumer spending for goods and services should increase in the closing months of 1956 and well into 1957.

With a continued high level of economic activity abroad, reduced 1956 foreign output of some farm products, a high rate of foreign dollar accumulation, and programs to facilitate movement of surplus commodities, U. S. agricultural exports in 1956 may top the previous high of 4 billion dollars achieved in 1951. Thus far in 1956, a high level of U. S. exports of machinery and other goods helped support the high rate of U. S. industrial production. Total payments to foreign countries increased even more rapidly than exports, due largely to record U. S. foreign investments and travel expenditures and higher foreign receipts on U. S. securities. As a result, foreign countries are accumulating gold and dollar assets through transactions with the U. S. at a faster rate than in the previous year. The improvement in recent months has been particularly noticeable for the three best foreign customers of U. S. agriculture: Canada, Japan, and the United Kingdom.

III. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

Practically all farm equipment and operating supplies necessary for the production, processing and packaging of 1957 winter season vegetables are expected to be in ample supply. Although the shut down in the steel industry in July affected some manufacturers of farm machinery and equipment, the supply in dealers' stocks and the distribution pipeline was sufficient to offset any loss in fabrication. All items are in fairly free supply except crawler tractors; some models require ordering in advance. In addition, it might be well to inquire in advance regarding the local availability of aluminum irrigation pipe.

Supplies of production materials such as fertilizers and pesticides should be adequate to meet the 1957 needs for winter vegetable crops. However, to assure delivery when needed, growers should place their orders as early as possible to cover at least the minimum requirements. The supply of containers for harvesting and marketing the 1957 winter vegetable crop will be ample. The steel strike in July is not expected to cause any problem in the supply of metal cans, nails, wire and strapping for wooden containers.

Manpower: The over-all supply of farm manpower in 1957 is expected to be about the same as in 1956. Employers, especially those using large numbers of seasonal workers can minimize labor problems by early planning for timely recruitment of needed labor. Such recruitment is more effective when plans are made and carried out in close cooperation with local Employment Service offices. Workers from foreign sources will be available for seasonal farm work in areas certified as having an insufficient supply of workers from domestic sources. The supply of experienced year-around workers is expected to continue tight because of continuing non-farm employment opportunities. Farm employers must continue to give attention to adequate housing, continuity of employment and other factors which make it possible to attract and hold qualified workers in the farm work force. They should also increase their efforts to train qualified replacements for such workers.

Transportation: Ample facilities should be available for transporting the production from the recommended acreage of 1957 winter season fresh vegetables. Any shortages which may occur should be temporary.

The supply of refrigerator cars for handling fresh fruits and vegetables declined by 1,738 cars during the past year; 1,521 new cars were installed and 3,259 retired. The number of new cars on order is substantially higher than a year ago. Some temporary shortages may result from unusually heavy loadings for short periods. However, if weather conditions permit normal patterns of production and loading in 1957, the car supply should be ample. The Association of American Railroads and the car lines continue to watch the distribution of refrigerator cars closely, and as far as possible to maintain adequate supplies in the various shipping areas.

The outlook indicates that trucks and trailers will be in ample supply. Supplies of parts, tires, and other accessories should be adequate.

IV. SURPLUS REMOVAL: It is the policy of the Department to limit surplus removal assistance for potatoes and other vegetables to those areas where there has been substantial compliance with the acreage-marketing guides announced by the Department. Compliance with the guides program does not commit the Department to provide assistance for any commodity or area.

By providing growers with the necessary information, the Department expects that acreage can be adjusted so as to bring supplies in balance with demand and avoid marketing difficulties. Before planting time, growers should take precautionary measures to assure themselves of available marketing outlets.

V. FOREIGN WINTER VEGETABLE PROSPECTS

Imports: U. S. imports during the 1955-56 winter season of the six more important winter vegetables amounted to 164 million pounds compared to 141 million pounds in 1954-55 season.

1956 was the second consecutive season of major crop damage in Mexico. The tomato crop was delayed and some fields were lost on account of flood damage and excessive rains last fall in the East Coast area around Mante. A series of frosts from February 3 to 5 occurred along the West Coast of Mexico. Trade sources estimated the losses at about 60 percent. In the Apatazingan area the cold weather apparently weakened the cantaloup plants and yields of good quality melons were low.

Most growers and shippers in Mexico report financial losses during the past two seasons. The acreage planted in the 1956-57 season may depend, to a large extent, on the ability of growers and shippers to obtain the necessary financing. However, even a smaller acreage would produce a larger tonnage if growing conditions were good. Exports to the United States of both cantaloups and watermelons are likely to be larger in the 1956-57 season. Tomato acreage may be reduced, but a normal yield would increase the tonnage available for export. Plant diseases have almost eliminated bell pepper production and several growers are now producing hot peppers for the Mexican market.

Cuba has made a substantial increase in the production and exports of tomatoes and cucumbers. Early indications are that there will be a sharp increase in the production of tomatoes in 1956-57, especially in staked tomatoes. Most of these tomatoes are vine ripened. Cucumber production may increase again but probably not as sharply as last year.

Exports: Exports of the winter vegetables are not separately reported by the Bureau of Census. Most of the exports go to Canada and it is likely that exports will exceed the 25.5 million pounds of last year. The upward trend is expected to continue during the 1957 season.

WINTER VEGETABLES: Imports into the United States for Consumption,
by Country of Origin, by Months for 1955-56

Commodity and	1955		1956				:Total Six Months	
Country of Origin:	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	:1955-56:	1954-55
	(1,000 lbs.)		(1,000 lbs.)				(1,000 lbs.)	
<u>Peppers</u>								
Cuba	0	0	19	119	24	15	177	595
Mexico	39	430	1,773	859	412	499	4,002	3,953
<u>Eggplant</u>								
Cuba	0	0	90	761	1,088	9	1,948	1,621
Mexico	0	0	4	6	2	0	12	34
<u>Tomatoes</u>								
Cuba	120	284	3,902	7,435	10,172	1,334	23,247	9,956
Mexico	1,037	570	16,820	20,642	8,153	4,451	51,673	66,986
<u>Cucumbers</u>								
Cuba	0	1,826	8,897	15,768	13,527	529	40,547	30,353
Mexico	0	0	124	114	0	158	396	555
<u>Cantaloups</u>								
Cuba	0	0	0	0	0	0	0	0
Mexico	0	22	4	501	8,779	24,608	33,914	22,355
<u>Watermelons</u>								
Cuba	0	52	26	125	219	77	499	1,582
Mexico	0	0	0	101	927	6,731	7,759	3,022

Source: Compiled from records of the Bureau of the Census.

VI. CANNED AND FROZEN VEGETABLES

Supplies of most canned vegetables were moderate to light during the 1956 winter season. Only lima beans and snap beans were in heavy supply and the surplus of snap beans was largely in the western states. Supplies of frozen vegetables were generally ample, exceptions being sweet corn and green peas which were in relatively light supply. Disappearance rates of all canned and frozen vegetables during the winter of 1956 continued at high levels.

Preliminary acreage and production data for vegetables for processing in 1956 indicate that packs of practically all vegetables will be moderately larger than in 1955. Larger packs of beets, sweet corn, peas, and spinach probably will be offset to a considerable extent by relatively small carryovers. However, snap beans, lima beans, and tomatoes are likely to be in heavy supply in 1957.

The following table shows the January 1 stock positions of canned and frozen vegetables and the apparent disappearance during the January-March period for the last three years:

SUPPLY AND MOVEMENT OF CANNED AND FROZEN VEGETABLES
WINTER SEASON 1954-55-56

Commodity	: Total Supply January 1			: Disappearance Jan. 1-Mar. 31		
	: 1954	: 1955	: 1956	: 1954	: 1955	: 1956
	(million cases basis 24/2's)			(million cases basis 24/2's)		
<u>Canned Vegetables 1/</u>						
Lima Beans	<u>2/</u> 2.4	<u>2/</u> 3.2	<u>2/</u> 3.0	<u>3/</u> .8	<u>3/</u> .8	<u>2/</u> .8
Snap Beans	12.0	18.2	18.1	<u>3/</u> 5.0	<u>3/</u> 6.3	6.9
Beets	6.5	5.6	5.7	<u>3/</u> 1.9	<u>3/</u> 1.5	<u>2/</u> 1.7
Carrots	2.4	2.3	<u>3/</u> 1.8	<u>3/</u> .5	<u>3/</u> .4	<u>2/</u> .5
Sweet Corn	24.0	26.0	20.7	8.3	8.6	8.6
Green Peas	18.7	15.5	16.1	7.6	7.0	7.5
Spinach	3.4	1.6	<u>2/</u> 2.1	<u>4/</u> 1.2	<u>4/</u> .2	<u>4/</u> .2
Tomatoes	<u>3/</u> 17.6	14.2	15.1	5.8	5.3	5.7
<u>Frozen Vegetables</u>						
	Million Pounds			Million Pounds		
Lima Beans	93.8	106.9	98.3	28.9	32.6	32.7
Snap Beans	69.4	79.5	81.1	27.1	30.6	35.0
Sweet Corn	78.0	91.4	65.7	23.2	27.3	26.2
Green Peas	155.9	122.6	124.6	64.5	59.6	67.3
Spinach	44.8	23.9	32.8	<u>4/</u> 11.2	<u>4/</u> 9.7	<u>4/</u> 9.4

1/ Total supply includes canners' and distributors' stocks.

2/ Estimates.

3/ Interpolation.

4/ January 1 to March 1.

Source: National Canners Association, National Association of Frozen Food Packers, Census Bureau, U. S. Department of Commerce and AMS, USDA.

Winter Vegetables: 1957 Acreage Guides with Comparisons

Commodity	Acreage 1/				Percent Acreage Guide is of			
	1957	1956	1950-54	1945-54	1956	1950-54	1945-54	1945-54
	Guide	Prel.	Average	Average	Prel.	Average	Average	Average
			Acres			Percent		
Beans, Lima	600	600	500	710	100	120	85	52
Beans, Snap	23,100	21,200	24,600	28,320	109	94	82	77
Beets	3,000	3,300	3,200	3,900	91	94	77	54
Broccoli	3,850	3,350	3,860	7,350	115	100	52	69
Cabbage	37,100	41,200	37,600	42,180	90	99	88	78
Carrots	33,600	35,400	39,200	37,820	95	86	89	83
Cauliflower	6,200	6,930	5,810	3,940	89	107	157	163
Celery	9,700	10,560	9,060	9,982	92	107	97	96
Corn, Sweet	9,000	6,000	6,500	5,860	150	138	154	--
Cucumbers	2,500	1,500	2,500	1,840	167	100	136	185
Eggplant	700	650	650	730	108	108	96	92
Escarole	4,500	5,000	4,600	4,320	90	98	104	126
Kale	2,600	2,600	2,700	2,840	100	96	92	93
Lettuce	66,900	78,700	64,000	62,380	85	105	107	124
Peppers, Green	4,700	4,700	4,400	3,820	100	107	123	131
Shallots	3,700	3,900	4,600	3,440	95	80	108	117
Spinach	13,800	13,850	13,350	19,286	100	103	72	49
Tomatoes	18,800	17,900	16,700	14,760	105	113	127	139
Total	244,350	257,340	243,830	253,478	95	100	96	3/ 92

1/ Acreage available for harvest.

2/ Not available.

3/ Sweet Corn not included.

Winter Vegetables: 1957 Probable Production With Comparisons

Commodity	1957 1/		Production 2/		Prob. Prod. from A. Guide as % of			
	Guide	Prel.	1956	1955	1950-54 : Average	1945-54 : Average	1950-54 : Average	1945-54 : Average
				Tons			Percent	
Beans, Lima	800	700	700	700	950	1,550	114	84
Beans, Snap	41,600	35,000	47,950	47,950	42,550	43,700	119	98
Beets	11,400	12,400	12,800	12,800	14,750	20,650	92	77
Broccoli	8,850	8,350	7,900	7,900	15,900	11,950	106	56
Cabbage	304,200	347,900	294,750	294,750	344,350	343,450	87	103
Carrots	223,450	247,500	243,200	243,200	246,850	251,550	90	92
Cauliflower	31,000	35,000	28,550	28,550	19,150	19,050	89	109
Celery	220,200	236,200	227,600	227,600	215,800	188,850	93	102
Corn, Sweet	35,100	23,400	26,650	26,650	20,650	3/	150	132
Cucumbers	8,400	4,500	8,100	8,100	6,900	4,850	187	104
Eggplant	4,950	4,400	4,500	4,500	5,100	4,800	112	110
Escarole	28,800	31,250	31,950	31,950	27,600	21,750	92	90
Kale	9,350	9,100	9,200	9,200	10,450	9,950	103	102
Lettuce	481,700	506,150	468,200	468,200	412,100	362,800	95	103
Peppers, Green	24,700	25,850	24,650	24,650	19,000	17,450	96	100
Shallots	5,200	5,850	7,600	7,600	4,350	4,250	89	68
Spinach	31,750	35,300	31,700	31,700	37,200	47,350	90	100
Tomatoes	118,450	94,000	135,250	135,250	77,450	62,150	88	153
Total	1,589,900	1,662,850	1,611,250	1,611,250	1,521,100	4/ 1,416,100	96	99
							105	4/ 110

1/ Computed: Acreage guide for 1957 winter vegetables times average yield.

2/ Includes some quantities not marketed (See individual statements for particulars)

3/ Not available.

4/ Sweet Corn not included.

1957 Acreage-Marketing Guides
Winter Vegetables

Lima Beans

(State: Florida)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : Production:	: Price : (\$ per	: Value (\$1,000)
	(acres)	(cwt.) 1/	(1,000 cwt.)	cwt.)	

1957 Acreage Guide and
Probable Production
(acreage equal to that
in 1956)

600 26 16

Background Statistics

1956 Prel.	700	600	24	14	9.10	127
1955	650	500	28	14	12.36	173
1950-54 Average	840	710	26	3/ 19	11.85	212
1945-54 "	-	1,160	27	3/ 31	12.18	362

1/ Previously reported in bushels, approximately 32 pounds.

2/ 1952-55 average yield.

3/ Includes the following quantities not marketed and excluded in computing value: 9,000 cwt. in 1946, 8,000 cwt. in 1948, and 1,000 cwt. in 1950.

Comparisons and Comments: The acreage for harvest in 1956 was 20 percent more than in 1955. The sharp downward trend in acreage since World War II appears to have leveled off. Yields were low in 1956 because of low temperatures in early January. Through December and the first week of January the crop developed well under favorable weather except for some dryness. Dry weather continued through the winter. Cold weather in February and March apparently did not affect production except to prevent the crop from recovering from the early January setback and to lower quality of supplies. Production was equal to that in 1955, but 26 percent less than the 1950-54 average and 55 percent less than the 1945-54 average. Shipments were light and irregular. Prices were variable due to quality with the better quality commanding high prices. Season average prices were very low, reflecting the generally poor quality. Canned and frozen supplies were large but not as large as in the 1955 winter season. Canned and frozen supplies in the 1957 winter season may be about as large as in the 1956 winter season according to current acreage prospects.

1957 Guide: The 1957 guide is an acreage for harvest equal to that in 1956. Such an acreage with 1952-55 average yields will result in a production 14 percent more than in 1956 and in 1955, but 16 percent less than the 1950-54 average.

1957 Acreage-Marketing Guides
Winter Vegetables

Snap Beans

(State: Florida)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.) <u>1/</u>	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1957 Acreage Guide and
Probable Production
(acreage 10 percent more
than in 1956)

23,100 2/ 36 832

Background Statistics

1956 Prel.	24,200	21,200	33	700	9.80	6,860
1955	26,100	24,600	39	3/959	9.15	8,436
1950-54 Average	30,640	28,320	31	3/851	9.56	7,922
1945-54 "	--	29,940	30	3/874	9.42	7,735

1/ Previously reported in bushels, approximately 30 pounds.

2/ 1953-55 average yield.

3/ Includes the following quantities not marketed and excluded in computing value: 30,000 cwt. in 1945, 181,000 cwt. in 1946, 103,000 cwt. in 1947, 112,000 cwt. in 1948, 95,000 cwt. in 1951 and 37,000 cwt. in 1955.

Comparisons and Comments: The acreage for harvest in 1956 was 15 percent less than in 1955, 26 percent less than the 1950-54 average and 30 percent less than the 1945-54 average. Yields were lower than in 1955 largely because of the January freeze. Production was 27 percent less than in 1955, 18 percent less than the 1950-54 average and 20 percent less than the 1945-54 average. Acreage in 1956 was the smallest since 1942 and production the smallest since 1943. Damage from the January freeze was greatest in the Pompano and Dade County sections of Florida. Replantings following the January freeze shifted the heaviest volume of shipments to March, but volume remained relatively light due to drought, low temperatures and strong winds. Prices averaged much higher than in 1955 with considerable variation in prices according to quality. During the marketing season prices were near the 1955 season levels until the freeze and then advanced to high levels for the remainder of January and throughout February. During March prices declined to moderate levels. Canned and frozen supplies were very large during the winter season but not as large as in the 1955 season. Canned and frozen supplies for the 1957 winter season are likely to be larger than in the 1956 winter season. The prospective production of snap beans for processing is larger, and larger packs will probably more than offset smaller carryovers.

1957 Guide: The 1957 guide is an acreage for harvest 10 percent more than in 1956. Such an acreage with 1953-55 average yields will result in a production 19 percent more than in 1956, but 13 percent less than in 1955 and 2 percent less than the 1950-54 average.

1957 Acreage Marketing Guides
Winter Vegetables

Beets

(State: Texas)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price :	: Value
	(acres)	(cwt.) 1/	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1957 Acreage Guide and
Probable Production
(acreage 10 percent less
than in 1956)

3,000 2/ 76 228

Background Statistics

1956 Prel.	3,300	3,300	75	248	1.65	409
1955	3,200	3,200	80	3/ 256	1.55	372
1950-54 Average	4,180	3,900	76	3/ 295	1.60	417
1945-54 "	-	5,530	75	3/ 413	1.34	479

1/ Previously reported in bushels, approximately 52 pounds.

2/ 1950-54 average yield.

3/ Includes the following quantities not marketed and excluded in computing value: 76,000 cwt. in 1946, 37,000 cwt. in 1950, 50,000 cwt. in 1953, 32,000 cwt. in 1954 and 16,000 cwt. in 1955.

Comparisons and Comments: During September and October frequent rains delayed planting. However, the 1956 acreage for harvest was 3 percent larger than in 1955 and 15 percent below the 1950-54 average. Yields were 6 percent below the yields in 1955 and slightly below the 1950-54 average. Production was 3 percent smaller than in 1955 and 16 percent below the 1950-54 average. Supplies from competing areas were light as the harvest started in early December and prices were fairly high. Prices declined steadily during December and early January, reaching low levels by mid-January. Prices remained at relatively low levels until late April then improved to moderate levels. This reflected the delayed harvest of spring crops in other states. The season was practically ended by mid-May. Season average prices were moderately higher than the low price in 1955 and slightly above the 1950-54 average. Supplies of canned beets were moderate during the 1956 marketing season. On the basis of the current indicated production for processing, supplies will be heavier in 1957 than in 1956.

1957 Guide: The 1957 guide is an acreage for harvest 10 percent less than in 1956. Such an acreage with 1950-54 average yields will result in a production 8 percent less than in 1956 and 23 percent below the 1950-54 average.

1957 Acreage-Marketing Guides
Winter Vegetables

Broccoli

(States: Arizona, South Carolina, and Texas)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	1/	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1957 Acreage Guide and
Probable Production
(acreage 15 percent more
than in 1956)

3,850 2/ 46 177

Background Statistics

1956 Prel.	3,350	3,350	50	167	9.57	1,599
1955	3,860	3,860	41	158	9.78	1,546
1950-54 Average	7,470	7,350	43	318	9.15	2,882
1945-54 Average 3/	-	5,595	43	239	9.50	2,244

1/ Previously reported in crates, approximately 42 pounds.

2/ 1952-56 average yield.

3/ Arizona only prior to 1949.

Comparisons and Comments: The 1956 acreage for harvest was 13 percent less than in 1955, 54 percent less than the 1950-54 average and 40 percent less than the 1945-54 average. The acreage reduction from 1955 levels was in Texas. Except for dry weather in South Carolina in January, growing conditions were favorable and the crop developed well. Yields averaged the highest during the 1945-54 period. Production was 6 percent more than in 1955, but 47 percent less than the 1950-54 average and 30 percent less than the 1945-54 average. Prices averaged moderately lower than in 1955 but well above the 1950-54 average. Prices were influenced in part by the short early spring crop which followed. Early spring production in California was sharply lower than in 1955 because of heavy rains in the December and January growing season. Frozen storage holdings in the winter of 1956 were moderately larger than the relatively light holdings in the winter season of 1955.

1957 Guide: The 1957 guide is an acreage for harvest 15 percent more than in 1956. Such an acreage with 1952-56 average yields will result in a production 6 percent more than in 1956 but 44 percent less than the 1950-54 average.

1957 Acreage-Marketing Guides
Winter Vegetables

Cabbage

(States: Arizona, California, Florida, and Texas)

Year	: :Planted:	Acreage For Harvest:	: Yield Per Acre	: :	: Production:	: Price	: Value
		(acres)	(cwt.)	1/	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1957 Acreage Guide and
Probable Production
(acreage 10 percent less
than in 1956)

37,100 2/ 164 6,084

Background Statistics

1956 Prel.	41,700	41,200	169	3/	6,958	1.67	11,195
1955	37,800	37,600	157	3/	5,895	2.19	12,577
1950-54 Average	45,480	42,180	164	3/	6,887	2.01	11,308
1945-54 "	--	47,620	147	3/	6,869	1.81	10,707

1/ Previously reported in tons.

2/ 1951-55 average yield.

3/ Includes the following quantities not marketed and excluded in computing value: 1,088,000 cwt. in 1945, 50,000 cwt. in 1946, 408,000 cwt. in 1947, 476,000 cwt. in 1948, 1,037,000 cwt. in 1949, 1,912,000 cwt. in 1950, 1,014,000 cwt. in 1951, 274,000 cwt. in 1952, 2,270,000 cwt. in 1953, 1,257,000 cwt. in 1954, 152,000 cwt. in 1955, and 264,000 cwt. on 1956.

Comparisons and Comments: The 1956 acreage for harvest was 10 percent more than in 1955 but 2 percent less than the 1950-54 average and 15 percent less than the 1945-54 average. Acreage increases over 1955 occurred in each of the four winter cabbage producing states. Yields averaged higher than in 1955 and the 1950-54 average. Production was 18 percent more than the relatively small crop of 1955 and one percent more than the 1950-54 and the 1945-54 averages. Prices were lower than in 1955 and the 1950-54 average. A portion of the Florida crop was not harvested because of low prices. The Florida crop was a little earlier than usual while the Texas crop was delayed by heavy rains at planting time. The Florida crop suffered from dry weather in some areas but, with irrigation, yields were only slightly below average.

1957 Guide: The 1957 acreage guide is an acreage for harvest 10 percent less than in 1956. Such an acreage with 1951-55 average yields will result in a production 13 percent less than in 1956, 12 percent less than the 1950-54 average but 3 percent more than in 1955.

1957 Acreage-Marketing Guides
Winter Vegetables

Carrots

(States: Arizona, California and Texas)

Year	: :Planted:	Acreage For Harvest:	: Yield Per Acre	: :Production:	: Price	: Value
	(acres)	(cwt.)	1/	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1957 Acreage Guide and
Probable Production
(acreage 5 percent less
than in 1956)

33,600 2/ 133 4,469

Background Statistics

1956 Prel.	35,900	35,400	140	3/	4,950	2.11	9,798
1955	39,700	39,200	124	3/	4,864	2.49	11,804
1950-54 Average	38,260	37,820	132	3/	4,937	2.96	14,338
1945-54 "	--	40,270	126	3/	5,031	2.91	14,387

1/ Previously reported in bushels, approximately 50 pounds.

2/ 1952-56 average yield.

3/ Includes the following quantities not marketed and excluded in computing value: 350,000 cwt. in 1949, 231,000 cwt. in 1950, 56,000 cwt. in 1953, 56,000 cwt. in 1954, 116,000 cwt. in 1955 and 300,000 cwt. in 1956.

Comparisons and Comments: The acreage for harvest was 10 percent below 1955 and 6 percent below the 1950-54 average. The reduction in California and Arizona was a continuation of a downward trend which began in 1951, reflecting freight rate advantage to eastern markets gained by Texas shippers with the advent of film packaging. The decline in Texas was caused primarily by heavy rains during the planting season. Yields were relatively low in Arizona but were well above average in Texas and California. Production was 2 percent larger than in 1955. Supplies were relatively light and prices high from late November until the last half of January. The light supplies were the result of a less than usual overlap with the California late fall crop, the small Arizona crop and a delay in harvest of the Texas crop. Shipments became heavy in late January and prices declined to very low levels. Prices remained low the rest of the season. Some carrots in California were not marketed because of low prices late in the season. The season average price was well below the low price in 1955 and considerably below the 1950-54 average.

1957 Guide: The 1957 guide is an acreage for harvest 5 percent less than in 1956. Such an acreage with 1952-56 average yields will result in a production 10 percent less than in 1956 and 9 percent below the 1950-54 average.

1957 Acreage-Marketing Guides
Winter Vegetables

Cauliflower

(States: Arizona, Florida and Texas)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000	
	(acres)	(cwt.)	1/	(1,000 cwt.)	cwt.)		
1957 Acreage Guide and Probable Production (acreage 10 percent less than in 1956)							
	6,200	2/	100	620			
Background Statistics							
1956 Prel.	6,930	6,930	101	700	4.39		3,071
1955	5,810	5,810	98	571	5.02		2,866
1950-54 Average	4,090	3,940	97	383	4.58		1,731
1945-54 "	-	3,815	100	3/ 381	4.50		1,694

1/ Previously reported in crates, 37 pounds.

2/ 1951-55 average yield.

3/ Includes 1,000 cwt. not marketed in 1946 and excluded in computing value.

Comparisons and Comments: The 1956 acreage for harvest was 19 percent more than in 1955, 76 percent above the 1950-54 average and 82 percent above the 1945-54 average. Some acreage increase occurred in each state but most of the increase was in Texas. Yields were relatively high, reflecting good growing conditions in each state. Production was 23 percent more than in 1955, 83 percent more than the 1950-54 average and 84 percent more than the 1945-54 average. The upward trend in acreage and production is due largely to increases in Texas. Arizona's acreage and production have been declining sharply in recent years whereas in Florida acreage and production have been relatively stable. Prices were well below the high prices in 1955 and slightly below the 1950-54 average. The Texas production moved earlier than the Florida and Arizona crops with the peak volume occurring in the first half of January. Peak movement from Florida and Arizona was in the last half of January and in February. The early spring crop in California was much smaller than in 1955 because of the damaging effects of heavy rains in December and January. This enhanced the demand for supplies from the winter producing states. Frozen supplies were about normal in the 1956 winter season but larger than in 1955.

1957 Guides: The 1957 guide is an acreage for harvest 10 percent less than in 1956. Such an acreage with 1951-55 average yields will result in a production 11 percent less than in 1956 but 9 percent more than in 1955 and 62 percent more than the 1950-54 average.

1957 Acreage-Marketing Guides
Winter Vegetables

Celery

(States: Arizona, California, and Florida)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.) <u>1/</u>	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1957 Acreage Guide and Probable Production

(Florida acreage 10 percent less than in 1956; California acreage 5 percent less; and Arizona acreage equal to 1956)

9,700 2/ 454 4,404

Background Statistics

1956 Prel.	10,560	10,560	447	<u>3/</u>	4,724	3.10	14,589
1955	9,060	9,060	502		4,552	4.25	19,334
1950-54 Average	10,096	9,982	432	<u>3/</u>	4,316	3.46	14,681
1945-54 "	--	10,106	375	<u>3/</u>	3,777	4.22	15,113

1/ Previously reported in crates, approximately 60 pounds.

2/ 1952-56 average yield.

3/ Includes the following quantities not marketed and excluded in computing value: 49,000 cwt. in 1945, 46,000 cwt. in 1946, 322,000 cwt. in 1948, 79,000 cwt. in 1950, 91,000 cwt. in 1951, 54,000 cwt. in 1952, 53,000 cwt. in 1953, 43,000 cwt. in 1954 and 25,000 cwt. in 1956.

Comparisons and Comments: The 1956 acreage for harvest was 17 percent more than in 1956 and 6 percent more than the 1950-54 average. Florida harvested 19 percent more acreage and California harvested 14 percent more than in 1955. The 1956 yield in California was slightly less than the record-high in 1955, but moderately above average. In Florida, yields were considerably below the record-high level of 1955 and moderately below average. Cold weather, drought, and "seeders" reduced yields in Florida. Total production in the three states was record-high, 4 percent above 1955 and 9 percent above average. Crop quality was generally good in Arizona and California and fair to good in Florida. Carlot shipments totaled moderately higher than in 1955 with a smaller volume moving from Florida more than offset by larger volume from Arizona and California. Prices were appreciably below 1955 and average.

1957 Guide: The 1957 guide is an acreage for harvest 10 percent less than in 1956 in Florida, 5 percent less than 1956 in California and an acreage equal to 1956 in Arizona. Such an acreage with 1952-56 average yields will result in a production 7 percent less than in 1956 but 2 percent more than the 1950-54 average.

1957 Acreage-Marketing Guides
Winter Vegetables

Sweet Corn

(State: Florida)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : :Production:	: : Price :	: : Value
	(acres)	(cwt.) 1/	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1957 Acreage Guide and
Probable Production
(acreage 50 percent more
than in 1956)

9,000 2/ 78 702

Background Statistics

1956 Prel.	11,200	6,000	78	468	5.80	2,714
1955	9,400	6,500	82	533	5.30	2,825
1950-54 Average	6,800	5,860	69	413	5.84	2,251

1/ Previously reported in 5 dozen units, approximately 50 pounds.

2/ 1953-56 average yield.

Comparisons and Comments: Freezing temperatures in January and February 1956 killed about 45 percent of the winter crop corn acreage in South Florida. Some of this acreage was replanted for harvest in early spring. Loss was particularly severe in the Everglades and Dade County. The Fort Myer area suffered only minor damage although yield was reduced. In 1955 low temperatures also had cut production. Production was appreciably less than in 1955, but higher than average. Prices were moderately higher than in 1955, but were moderately less than the 1950-54 average. Lake Okeechobee shipping point prices were relatively low from the beginning of the season through December. Prices strengthened early in January and generally ranged from \$3.00 to 3.50 in January, February and March. Shipments were maintained at a fairly heavy rate in December and January, dropped to a low level in February, but increased to heavy volume in March. Total shipments through March 31 totaled 2,200 carlot units, about equal to the previous season. About two-thirds of the crop was shipped by truck. Supplies of canned and frozen sweet corn during the 1956-57 season are expected to be moderately larger than the light supply levels in 1955-56.

1957 Guide: Because of the serious damage to both the 1956 and 1955 crops by cold weather, historical comparisons may be misleading. The 1957 guide is an acreage for harvest 50 percent more than in 1956, and 38 percent more than in 1955, but 9 percent less than in 1954. The acreage guide with 1953-56 average yields will result in a production 50 percent more than in 1956 and 32 percent more than in 1955, but 14 percent less than in 1954.

1957 Acreage-Marketing Guides
Winter Vegetables

Cucumbers

(State: Florida)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : :Production:	: Price : (\$ per	: Value (\$1,000)
	(acres)	(cwt.) 1/	(1,000 cwt.)	(cwt.)	

1957 Acreage Guide and
Probable Production
(acreage 65 percent more
than in 1956 but equal
to that in 1955)

2,500 2/ 67 168

Background Statistics

1956 Prel.	2,800	1,500	60	90	9.20	828
1955	3,300	2,500	65	162	9.15	1,482
1950-54 Average	2,680	1,840	70	138	11.68	1,355
1945-54 "	-	1,355	64	3/ 97	12.21	958

1/ Previously reported in bushels, approximately 48 pounds.

2/ 1952-55 average yield.

3/ Includes 11,000 cwt. not marketed in 1948 and excluded in computing value.

Comparisons and Comments: The 1956 acreage for harvest of cucumbers was 40 percent less than in 1955, 18 percent less than the 1950-54 average but 11 percent more than the 1945-54 average. Approximately 1,000 acres were destroyed by the early January freeze, and yields on the remaining acreage for harvest during the winter season were lowered by the cold weather. Production was 44 percent less than in 1955, 35 percent less than the 1950-54 average and 7 percent less than the 1945-54 average. Prices were variable because of variable quality but averaged higher than in 1955 and higher than the 1950-54 average. Immediately prior to the early January freeze prices were at moderate levels and below those of the 1955 season. Prices improved to high levels after the freeze damage and remained at these high levels until late March and early April.

1957 Guide: The 1957 guide is an acreage for harvest 65 percent more than for harvest in 1956 but equal to that in 1955. Such an acreage with 1952-55 average yields will result in a production 87 percent more than in 1956, 4 percent more than in 1955 and 22 percent more than the 1950-54 average.

1957 Acreage-Marketing Guides
Winter Vegetables

Eggplant

(State: Florida)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	Price : (\$ per cwt.)	Value : (\$1000)
	(acres)	(cwt.)	<u>1/</u> (1000 cwt.)		

1957 Acreage Guide and
Probable Production:
(acreage 10 percent more
than in 1956)

700 2/ 141 99

Background Statistics:

1956 Prel.	700	650	135	88	6.50	572
1955	650	650	138	90	6.80	612
1950-54 Average	790	730	139	102	6.60	625
1945-54 "	---	758	126	<u>3/</u> 96	6.91	605

1/ Previously reported in bushels, approximately 33 pounds.

2/ 1952-56 average yield.

3/ Includes 6,300 cwt. not marketed in 1946 and excluded in computing value.

Comparisons and Comments: The 1956 winter acreage for harvest of eggplant was equal to that in 1955, but 11 percent less than the 1950-54 average and 14 percent less than the 1945-54 average. The early January freeze caused some loss of acreage. Yields on acreage remaining after the freeze were variable and averaged slightly below 1955 and the 1950-54 average. Production was 2 percent less than in 1955, 14 percent less than the 1950-54 average and 8 percent less than the 1945-54 average. Prices were low prior to the January freeze but then improved steadily until about mid-March when very high prices were received for good quality. Prices then declined sharply. The season average price was moderately below 1955 and the 1950-54 average.

1957 Guide: The 1957 guide is an acreage for harvest 10 percent more than in 1956. Such an acreage with 1952-56 average yields will result in a production 12 percent more than in 1956, 10 percent more than in 1955, but 3 percent less than the 1950-54 average.

1957 Acreage-Marketing Guides
Winter Vegetables

Escarole

(State: Florida)

Year	: :Planted:	Acreage For Harvest:	: Yield Per Acre	: :Production:	: Price	: Value
	(acres)	(cwt.)	1/ (1,000 cwt.)	(\$ per cwt.)		(\$1,000)

1957 Acreage Guide and
Probable Production
(acreage 10 percent less
than in 1956)

4,500 2/ 128 576

Background Statistics

1956 Prel.	5,300	5,000	125	3/ 625	4.80	2,774
1955	4,900	4,600	139	3/ 639	4.20	2,596
1950-54 Average	4,840	4,320	128	3/ 552	4.60	2,194
1945-54 "	-	3,570	121	3/ 435	4.74	1,766

1/ Previously reported in bushels, approximately 25 pounds.

2/ 1950-54 average yields.

3/ Includes the following quantities not marketed and excluded in computing value: 67,000 cwt. in 1945, 67,000 cwt. in 1946, 64,000 cwt. in 1948 14,000 cwt. in 1949, 75,000 cwt. in 1950, 161,000 cwt. in 1951, 48,000 cwt. in 1952, 104,000 cwt. in 1954, 21,000 cwt. in 1955 and 47,000 cwt. in 1956.

Comparisons and Comments: The acreage for harvest in 1956 was 9 percent more than in 1955 and 16 percent above the 1950-54 average. Growing conditions during the November-January period generally were unfavorable. Yields were 10 percent below the record high in 1955 and 2 percent below the 1950-54 average. The larger acreage about offset the lower yields and production was only 2 percent smaller than in 1955 but was 13 percent above the 1950-54 average. Harvest of the 1956 crop got underway in November, and reached volume during the latter part of the month. Quality was relatively poor because of above normal temperatures. Prices were low from mid-November to early January and some economic abandonment occurred. The crop suffered some damage from cold weather in January; as a result, prices increased to high levels. Prices remained high through February, then declined to low levels in March as supplies became heavy. Prices were low the remainder of the season. The season average prices were considerably above the low price in 1955 and moderately above the 1950-54 average price.

1957 Guide: The 1957 acreage guide is an acreage for harvest 10 percent less than in 1956. Such an acreage with 1950-54 average yields will result in a production 8 percent less than in 1956 but 4 percent above the 1950-54 average.

1957 Acreage-Marketing Guides
Winter Vegetables

Kale

(State: Virginia)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : :Production:	: : Price :	: : Value
	(acres)	(cwt.) <u>1/</u>	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1957 Acreage Guide and
Probable Production
(acreage equal to 1956)

2,600 1/ 72 187

Background Statistics

1956 Prel.	2,600	2,600	70	182	3.85	701
1955	2,700	2,700	68	184	4.45	819
1950-54 Average	2,840	2,840	74	<u>2/</u> 209	3.73	750
1945-54 "	-	2,790	71	<u>2/</u> 199	3.89	746

1/ Previously reported in bushels, approximately 18 pounds.

2/ 1952-56 average yields.

3/ Includes the following quantities not marketed and excluded in computing value: 35,000 cwt. in 1953 and 9,000 cwt. in 1954.

Comparisons and Comments: The acreage for harvest was 4 percent below 1955 and 8 percent below the 1950-54 average. Growing conditions generally were fair and the average yield was 3 percent above the low level in 1955 but was 5 percent below the 1950-54 average. Production was slightly larger than in 1955 but was 13 percent below the 1950-54 average and 9 percent below the 1945-54 average. Harvest began in October but did not reach volume levels until late November. Supplies continued plentiful through most of March. Prices were at moderate levels throughout the marketing period. The season average price was below the high level in 1955 but was moderately above the 1950-54 average.

1957 Guide: The 1957 guide is an acreage for harvest equal to that in 1956. Such an acreage with 1952-56 average yields will result in a production 3 percent more than in 1956 but 11 percent below the 1950-54 average.

1957 Acreage-Marketing Guides
Winter Vegetables

Lettuce

(States: Arizona, California, Florida and Texas)

Year	Acreage		Yield		Production	Price	Value
	:Planted:	For Harvest:	Per Acre	:Production:			
	(acres)	(acres)	(cwt.) 1/	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
1957 Acreage Guide and Probable Production (acreage 15 percent less than in 1956)		66,900	2/ 144	9,634			
<u>Background Statistics</u>							
1956 Prel.	79,000	78,700	129 3/	10,123	3.34	33,148	
1955	64,100	64,000	146	9,364	4.44	41,612	
1950-54 Average	65,680	62,380	133 3/	8,242	3.87	31,461	
1945-54 "	--	53,910	136 3/	7,256	4.21	30,197	

1/ Previously reported in crates, approximately 70 pounds.

2/ 1952-55 average yields.

3/ Includes the following quantities not marketed and excluded in computing value: 18,000 cwt. in 1945, 26,000 cwt. in 1946, 22,000 cwt. in 1948, 598,000 cwt. in 1950, 61,000 cwt. in 1951 and 208,000 cwt. in 1956.

Comparisons and Comments: All winter lettuce producing states increased acreage considerably in 1956. The total acreage was a record high, 23 percent above 1955 and 26 percent above the 1950-54 average. Yields in 1956 were 12 percent below 1955, reflecting in part unfavorable weather conditions during portions of the growing season, and also poor market conditions at times which resulted in some mature lettuce being left in the fields. However, the larger acreage more than offset the lower yields and production was record large, 8 percent above 1955 and 23 percent above the 1950-54 average. Marketing of the winter crops began in late November with prices at high levels. Prices remained high until mid-December, then declined rapidly to low levels as the movement from California became heavy. Prices were very low throughout January. Some abandonment occurred in Texas during this period. In February, a series of frosts, plus high winds, reduced supplies and prices recovered to moderate levels where they remained the rest of the marketing season. Season average prices were very low in all states.

1957 Guide: The 1957 guide is an acreage for harvest 15 percent less than in 1956. Such an acreage with 1952-55 average yields will result in a production 5 percent less than in 1956 but 17 percent above the 1950-54 average.

1957 Acreage-Marketing Guides
Winter Vegetables

Green Peppers

(State: Florida)

Year	: :Planted:	Acreage For Harvest:	: Yield : Per Acre:	: Production:	: Price :	: Value
	(acres)		(cwt.) 1/	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1957 Acreage Guide and Probable Production

(acreage equal to that in 1956)

4,700 2/ 105 494

Background Statistics

1956 Prel.	4,900	4,700	110	517	12.90	6,669
1955	4,500	4,400	112	493	9.60	4,733
1950-54 Average	4,120	3,820	101	380	10.48	3,868
1945-54 "	-	3,590	99	3/ 349	10.68	3,595

1/ Previously reported in bushels, approximately 25 pounds.

2/ 1951-55 average yields.

3/ Includes the following quantities not marketed and excluded in computing value: 60,000 cwt. in 1946, and 3,200 cwt. in 1948.

Comparisons and Comments: The 1954 acreage for harvest was a record high, being 7 percent more than in 1955, 23 percent more than the 1950-54 average and 31 percent more than the 1945-54 average. Some of the acreage planted for winter season harvest was destroyed by the early January freeze. Yields also were reduced by the freeze and were slightly lower than in 1955 but were 9 percent above the 1950-54 average. Production was 5 percent more than in 1955, 36 percent more than the 1950-54 average and 48 percent more than the 1950-54 average. Prices were relatively high throughout most of the winter marketing season. Prices advanced sharply after the early January freeze and remained high until late March when volume shipments were attained from acreage replanted after the freeze. Prices were quite variable because of quality and irregularity of supplies but for the season averaged considerably above the relatively low level in 1955.

1957 Guide: The 1957 guide is an acreage for harvest equal to that in 1956. Such an acreage with 1951-55 average yields will result in a production 4 percent less than in 1956 but 30 percent more than the 1950-54 average and about equal to 1955.

1957 Acreage-Marketing Guides
Winter Vegetables

Shallots

(State: Louisiana)

Year	: Acreage	: Yield	:	:	:	:
	: Planted:	: For Harvest:	: Per Acre	: Production:	: Price	: Value
	(acres)	(cwt.)	<u>1/</u>	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1957 Acreage Guide and
Probable Production
(acreage 5 percent less
than in 1956)

3,700 2/ 28 104

Background Statistics

1956 Prel.	3,900	3,900	30	<u>3/</u> 117	7.40	777
1955	4,600	4,600	33	<u>3/</u> 152	5.65	757
1950-54 Average	3,440	3,440	25	87	9.60	819
1945-54 "	-	3,160	27	85	8.51	718

1/ Previously reported in barrels, approximately 100 pounds.

2/ 1952-56 average yield.

3/ Includes the following quantities not marketed and excluded in computing value: 18,000 cwt. in 1955 and 12,000 cwt. in 1956.

Comparisons and Comments: The acreage for harvest in 1956 was 15 percent below the record high in 1955 but was 13 percent above the 1950-54 average. Heavy rains during the planting season delayed the crop somewhat but otherwise growing conditions were generally favorable. Yields were 9 percent below 1955 but were 20 percent above the 1950-54 average. Production was 23 percent smaller than in 1955 but was 34 percent above the 1950-54 average. Prices were moderate during November but declined to low levels in December as volume supplies became available. Prices continued low the rest of the season. As in 1955, a large quantity of winter season shallots was not marketed because of poor market conditions. The season average price was above the very low level in 1955, but was well below the 1950-54 average.

1957 Guide: The 1957 guide is an acreage for harvest 5 percent less than in 1956. Such an acreage with 1952-56 average yields will result in a production 11 percent less than in 1956 but 20 percent above the 1950-54 average.

1957 Acreage-Marketing Guides
Winter Vegetables

Spinach

(States: California, Mississippi, South Carolina and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	:Value
	(acres)	(cwt.) 1/	(1000 cwt.)	(\$ per cwt.)	(\$1000)

1957 Acreage Guide and
Probable Production

(acreage equal to 1956) 13,800 2/ 46 635

Background Statistics:

1956 Prel.	14,150	13,850	51	706	7.32	5,165
1955	14,600	13,350	47	634	7.63	4,840
1950-54 Average	27,310	19,286	40	3/ 744	6.77	4,982
1945-54 "	--	27,893	36	3/ 947	5.84	5,278

1/ Previously reported in bushels, approximately 20 pounds.

2/ 1952-56 average yield.

3/ Includes the following quantities not marketed and excluded in computing value: 26,800 cwt. in 1952 and 9,000 cwt. in 1953.

Comparisons and Comments: The 1956 acreage for harvest was 4 percent above the record low in 1955 but was 28 percent below the 1950-54 average and 50 percent below the 1945-54 average. Growing conditions were generally favorable in most states and yields were very high. The group average yield was 9 percent above 1955 and 28 percent above the 1950-54 average. The unusually high yields resulted in a production 11 percent above 1955 but 5 percent below the 1950-54 average. Supplies were relatively light and prices fairly high early in the marketing season. However, shipments reached volume in mid-January and prices declined to relatively low levels. Prices generally were at low levels the remainder of the shipping season. Season average prices were moderately lower than in 1955 but were above the 1950-54 average. Supplies of frozen spinach, which compete strongly with the fresh product, were moderate during the 1956 winter season. Present stocks indicate that frozen spinach supplies in 1957 will be heavier than in 1956.

1957 Guide: The 1957 guide is an acreage for harvest equal to that in 1956. Such an acreage with 1952-56 average yields will result in a production 10 percent less than in 1956 and 15 percent below the 1950-54 average but about equal to that in 1955.

1957 Acreage-Marketing Guides
Winter Vegetables

Tomatoes

(State: Florida)

Year	: Acreage : Yield : : : :Planted:For Harvest: Per Acre :Production: Price : Value (acres) (cwt.) <u>1/</u> (1,000 cwt.)(\$ per (\$1,000 cwt.)
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1957 Acreage Guide and
Probable Production
(acreage 5 percent more
than in 1956)

18,800 2/ 126 2,369

Background Statistics

1956 Prel.	20,500	17,900	105	1,880	12.40	23,312
1955	16,900	16,700	152	2,705	9.25	25,021
1950-54 Average	15,180	14,760	105	1,549	9.06	13,702
1945-54 "	-	13,520	89	<u>3/</u> 1,243	10.13	11,703

1/ Previously reported in bushels, approximately 53 pounds.

2/ 1954-56 average yield.

3/ Includes the following quantities not marketed and excluded in computing value: 155,000 cwt. in 1945 and 68,000 cwt. in 1946.

Comparisons and Comments: The 1956 acreage for harvest was the largest of record, 7 percent above 1955 and 21 percent above the 1950-54 average. The crop was damaged severely by the freezes during January and yields were relatively low, being 35 percent below the record high level in 1955 but equal to the 1950-54 average. Although the 1956 production was 30 percent smaller than the 1955 crop, it was still 21 percent above the 1950-54 average. Despite the heavy freeze damage, shipments during the last half of January held at moderate levels as growers salvaged as many tomatoes as possible from the damaged fields. Uncertainty on the part of buyers as to quality during this period resulted in relatively low prices. In February, volume dropped sharply and prices increased to extremely high levels. Prices remained at very high levels during the rest of the marketing season. The season average price was considerably higher than in 1955 and the 1950-54 average. Imports from Cuba were more than double the quantity in 1955. However, imports from Mexico were smaller than in 1955, reflecting heavy frost damage to the crop in that country in February.

1957 Guide: The 1957 guide is an acreage for harvest equal to that in 1956. Such an acreage with 1954-56 average yields will result in a production 26 percent more than in 1956 but 12 percent less than in 1955.

1957 Acreage-Marketing Guides

Winter Potatoes - Irish

(States: California and Florida)

Year	Acreage		Yield	
	: Planted	: For Harvest	: Per Acre	: Production
	(acres)		(cwt.)	(1,000 cwt.)

1957 Acreage Guide and
Probable Production
(acreage equal to that
in 1956)

33,800 1/ 175 5,915

Background Statistics

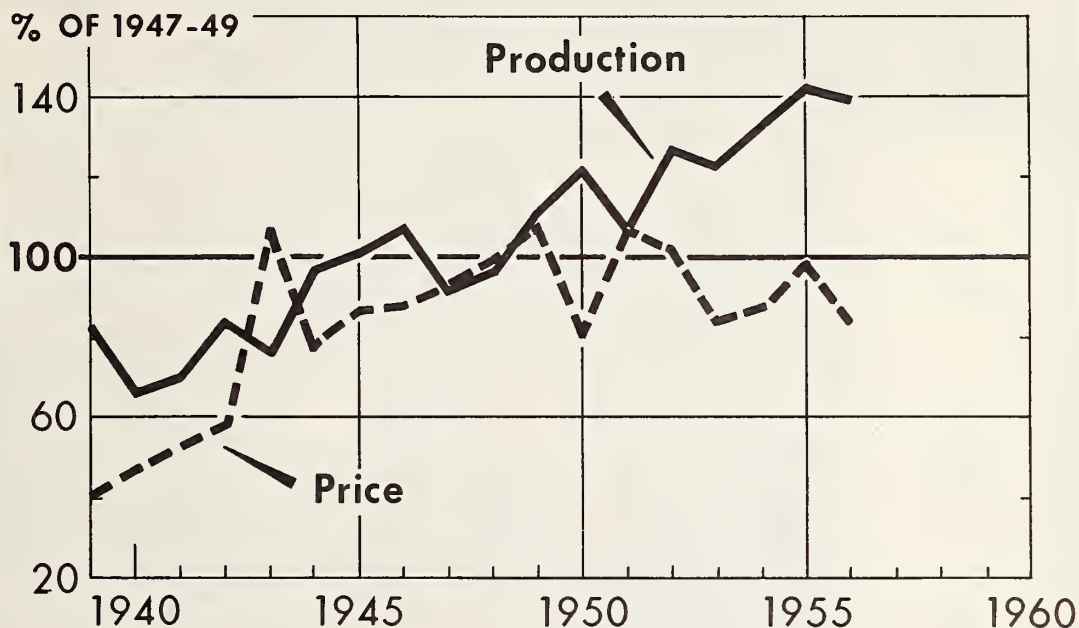
1956 Prel.	34,100	33,800	178.2	6,022
1955	30,200	30,200	171.4	5,175
1949-54 Average	--	21,400	154.1	3,284

1/ 1955-56 average yield.

Comparisons and Comments: The winter crop represents about 3 percent of the annual supply. Most of the Florida supply moves to Eastern and Canadian markets for food. The bulk of the California supply moves to food markets on the West Coast. Some of the supply is used as seed stock. The California crop is produced mainly in Riverside, Tulare, and Kern Counties with smaller acreages in Fresno and Madera Counties. The California crop reaches maturity in the fall but is left in the ground for harvest in the winter months with time of harvest dependent on market conditions. The Florida harvest period extends from late December to late March with supplies produced in the Dade County and Fort Myers area. Some of the Florida acreage is under contract. Both states show an upward trend in winter acreage. The 1956 harvested acreage was 12 percent more than in 1955 and 58 percent more than the 1949-54 average. Yield in Florida was reduced because of low January temperatures but was above average. Yield in California was appreciably higher than in 1955 and average. Production was 16 percent more than in 1955 and almost twice as much as average. Winter crop prices held about steady in January and February and showed appreciable increases in March. Season average prices were moderately higher than in 1955. While supplies of potatoes were fairly heavy in the winter of 1955-56, diversion of 1955 crop storage supplies aided in orderly marketing and contributed to the generally firm, advancing prices for both old and new crop supplies. Demand held at favorable levels on both old and new stock. Florida shipped 6,100 carlot equivalents by March 31 compared to 5,100 carlots in 1955. About 3,500 carlots were shipped in March 1956 compared to 3,000 in March 1955.

1957 Guide: The 1957 guide is an acreage for harvest equal to that in 1956. Such an acreage with 1955-56 average yields will result in a production 2 percent less than in 1956, but 14 percent more than in 1955 and substantially above average.

WINTER COMMERCIAL VEGETABLES FOR FRESH MARKET



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1696-56 (7) AGRICULTURAL MARKETING SERVICE

Early in the 1956 winter season preliminary reports indicated a moderately larger production than in 1955. However, freezing weather during January in Florida reduced prospects considerably for a number of crops. Total production in 1956 was 39.5 percent above the 1947-49 average. This compares with the record high 1955 production that was 41.9 percent above average. Season average prices were high for the damaged crops, particularly snap beans, sweet corn, green peppers and tomatoes. However, in the aggregate price level, these high prices were more than offset by low season average prices for cabbage, carrots, celery and lettuce. The index of prices received by farmers for winter vegetables was 83.6 in 1956 compared to 97.1 in 1955.

